

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of unilevel marketing and distribution, the method comprising the steps of:

using a computer to receives a reference for a specific potential customer personal
information regarding a referred customer from a sales representative, the
reference being initiated by said sales representative who is known by said
potential customer and received by a seller, wherein said reference includes
a message that is personalized specifically to the potential customer from
said sales representative;

~~a computer stores the received personalized information in a database;~~

preparing promotional materials for distribution to said potential customer, wherein
said promotional materials include said personalized message and means for
identifying said sales representative;

~~a computer incorporates said personal information into promotional material;~~

distributing said promotional materials directly to ~~the referred~~ said potential
customer from a ~~centralized~~ distributor;

if the potential customer purchases from said promotional materials, using a
computer to:

receives a purchase orders from ~~referred~~ said potential customers, wherein
said orders is received by said distributor and include means for
~~identifying~~ identifies said the sales representative;

receive payment for said order; and

distribute a portion of said received payment as a commission to a
~~computer stores the purchase order information in a database~~
~~crediting said the sales representative with a sale from the~~
~~distributed promotional goods.~~

2. (currently amended) The method of claim 1, wherein the ~~personal information~~
reference received from the sales representative is received over the ~~world wide computer~~
~~network~~ internet using a web page accessed by the sales representative.

3. (currently amended) The method of claim 1, wherein ~~the personal information~~
~~includes a personalized message from the sales representative to the customer and the~~ said means
for identifying the sales representative is an identification number.

4. (currently amended) The method of claim 1, wherein said means for identifying
provides said distributor with preferred options for distributing said portion of said received
payment to the sales representative ~~is paid a commission for being the sales representative who~~
~~referred the customer making the purchase.~~

5. (currently amended) The method of claim 1, wherein said ~~personal information~~
reference is received over the internet.

6. (currently amended) The method of claim 1, wherein ~~the personal information~~
said reference is received via E-mail.

7. (currently amended) The method of claim 1, wherein ~~the personal information~~
said promotional materials ~~is are~~ received via a telephone.

8. (original) The method of claim 1, wherein the promotional materials are in an audio form.

9. (original) The method of claim 1, wherein the promotional materials are in printed form.

10. (original) The method of claim 1, wherein the promotional materials are in a video presentation format.

11. (currently amended) The method of claim 1, wherein the reference ~~personal information~~ provided by the sales representative includes the customer's age, interests, income level, or household.

12. (currently amended) The method of claim 1, wherein the ~~personal information~~ reference is received by a distributor ~~is stored in machine memory~~ was input by the sales representative at a website.

13. (currently amended) The method of claim 1, wherein the ~~personal information~~ reference received from the sales representative is stored in a customer database.

14. (original) The method of claim 1, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

15. (original) The method of claim 1, wherein the customer purchases over the internet.

16. (currently amended) A method for selling product through direct promotion and direct distribution to a customer, the method comprising the steps of:

using a computer to receiving-receive information regarding a customer referral from a sales representative over a world-wide computer network the internet for a specific potential customer, the referral being initiated by said sales representative entering information into a webpage, wherein said referral includes a message that is personalized specifically to said customer from said sales representative, who is known by said customer;

a computer storing said information in a customer database;

preparing promotional materials for said customer, wherein said a computer incorporating said information into promotional materials include said personalized message and an identifier of said sales representative;

sending said promotional materials to said customer from a distributor;

if said customer purchases from said promotional materials, using a computer to:

receive a computer receiving a purchase order form said customer, said purchase order containing said identifier means for identifying the of said sales representative;

receive payment for said order from said customer; and

provide a portion of said payment to said a computer crediting the sales representative with as a commission for said purchase.

17. (cancelled)

18. (original) The method of claim 16, wherein ~~the personal information includes a personalized message from the sales representative to the customer and the means for identifying the sales representative~~ said identifier is an identification number.

19. (currently amended) The method of claim 16, wherein said ~~personal information~~ is promotional materials are received over the internet.

20. (currently amended) The method of claim 16, wherein ~~the personal information~~ said referral is received via E-mail.

21. (currently amended) The method of claim 16, wherein ~~the personal information~~ is said promotional materials are received via a telephone.

22. (original) The method of claim 16, wherein the promotional materials are in an audio form.

23. (original) The method of claim 16, wherein the promotional materials are in printed form.

24. (original) The method of claim 16, wherein the promotional materials are in a video presentation format.

25. (currently amended) The method of claim 16, wherein the ~~personal information~~ referral provided by the sales representative includes the customer's age, interests, income level, or household.

26. (cancelled)

27. (currently amended) The method of claim 16, wherein the ~~personal information~~ referral received from the sales representative is stored in a customer database.

28. (original) The method of claim 16, wherein the promotional materials are transmitted to the customer over the internet in the form of electronic mail.

29. (original) The method of claim 16, wherein the customer purchases over the internet.